IN THE SPECIFICATION:

Please amend the second full paragraph on page 27 as follows:

"In order to make the positive-side liquid crystal cell voltage V_{LC} equal to the negative-side liquid crystal cell voltage V_{LC} at all gray scale levels, the center value of the source output voltage $(V_{Hn} + V_{Ln})/2$, must equal the common electrode voltage V_{COM} determined in consideration of the ΔV characteristic at each gray scale level. In other words, since the level shift ΔV characteristic is not constant at all gray scale levels, the output voltage of the source driver at each gray scale level must be set so as to be vertically asymmetrical. Setting the output voltage so as to be ~~symmetrical~~ asymmetrical means that the potential difference between the positive-side nth gray scale voltage V_{Hn} and the common electrode voltage V_{COM} is made different from the potential difference between the negative-side nth gray scale voltage V_{Ln} and the common electrode voltage V_{COM}."